DOCUMENT RESUME

ED 364 165 HE 026 963

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TITLE	Town & Gown: Partners in Educational Services.
PUB DATE	15 Oct 93
NOTE	9p.; Paper presented at the Annual Meeting of the Georgia Council of Media Organizations (Jekyll Island, GA, October 15, 1993).
PUB TYPE	Reports - Research/Technical (143) -- Speeches/Conference Papers (150)
EDRS PRICE	MF01/PC01 Plus Postage.
DESCRIPTORS	*Agency Cooperation; Community Resources; Cooperative Programs; Educational Resources; *Health Promotion; Higher Education; Hospital Libraries; Hospital Personnel; *Hospitals; Information Management; *Outreach Programs; Prevention; Public Health; *School Community Relationship; Staff Development
IDENTIFIERS	*Bulloch Memorial Hospital GA; *Georgia Southern University

ABSTRACT

Georgia Southern University (GSU) and Bulloch Memorial Hospital (BMH) undertook a joint project to enhance education services to students, professionals, and the community at large. University services of the College of Education and the Henderson Library were aligned with the educational services of Bulloch Memorial Hospital to provide resources and services of mutual benefit. BMH planned to train its staff through educational technology, other services, and access to nationwide information sources. These plans called for a Medical Learning Resource Center (MLRC) to serve the hospital, the community, and area businesses. BMH asked GSU to join in the effort. Together they developed four goals and purchased various items for the MLRC. Joint meetings on organizational strategies were held and the participants agreed to develop a Special Collections catalog using computer database software. Plans for the MLRC educational programing focus first on prevention and second on managing chronic illness. Corporate wellness programs offered to area businesses will include 12 selections. Community outreach will include 20 programs, and staff development offerings will cover 21 topics. (JB)

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Town & Gown: Partners in Educational Services

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HE 026 963

A paper presented at the annual meeting of the
Georgia Council of Media Organizations
Jekyll Island, Georgia
October 15, 1993

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Introduction

The relationship between the university and the community in which it resides can be a tenuous one. On one hand, the locale is strengthened by the economic presence of faculty, staff, and students; on the other hand, the social and political resources of the community may become strained. However, the intellectual resources of both the university and the community can combine to provide services of a synergistic nature.

A joint project between Georgia Southern University and Bulloch Memorial Hospital was undertaken to enhance the educational services provided for university students, medical and health science professionals, and the community at large. University services of the College of Education and the Henderson Library were aligned with the educational services of Bulloch Memorial Hospital to provide resources and services which would be mutually beneficial.

Following a needs analysis, developmental goals were set, current resources were inventoried, partnership alternatives were explored, and a future outlook was developed. This paper explores each of these stages in the town and gown partnership.

Needs Analysis

Bulloch Memorial Hospital (BMH) has made a commitment to training its technical staff and non-technical staff through state of the art systems, educational offerings, and greater access to nationwide information sources. BMH considers this to be an investment in people, and this commitment is included in the hospital's vision for its ongoing quest for quality improvement in all areas. Included in this concept was the

need to develop a Medical Learning Resource Center (MLRC) for all technical fields represented at the hospital. The MLRC would need to support research, the development of prevention programs for the community, and corporate wellness programs for area businesses.

Given the needs of BMH, faculty at Georgia Southern University (GSU) were contacted for professional and technical assistance. BMH and GSU agreed to a joint community service project which would serve as a model for a town and gown partnership. At the heart of the partnership was the use of technology to achieve the developmental goals for the MLRC.

Developmental Goals

Goal 1: Update the resources in the MLRC and organize them according to professional practices. Bulloch Memorial Hospital did not have a well developed resource center. Space for textbook and video storage was limited, textbooks were out of date, and available resources were not classified correctly.

Goal 2: Select new resources for the MLRC to complement the materials at GSU's Henderson Library. BMH staff and GSU students often come to the MLRC to find materials to assist them in their studies, research papers, answer technical questions relating to health care, and update their knowledge in specialty areas.

Goal 3: Develop a database of MLRC resources and inform constituents through published bibliographies and updates. No formal, on-going system exists to inform the BMH staff and GSU students of resources available through the MLRC.

Goal 4: Provide resources and services for community residents who wish more information regarding specific diagnoses. No formal system exists to serve community residents who wish to research topics in the MLRC.

Current Resources

Through consultation with university and hospital personnel, BMH has purchased, or has under consideration for purchase, the following for the MLRC:

1. Updated textbooks in the clinical disciplines such as nursing and its specialities (medical/surgical, pediatrics, ob/gyn, orthopedics), respiratory therapy, physical therapy, and nutrition.

2. Journals in the respective specialities (nursing, respiratory therapy, physical therapy, and nutrition).

3. Interactive video for staff training.

4. CD-ROM for reference tools and staff training.

5. Up-dated audio-visual aids such as videotape and audiotapes.

6. A computer and modem for on-line access to *U.S. Healthlink* and to libraries and other information sources through PeachNet access.

The resources of the MLRC needed to be organized. To that end, several alternatives were considered.

Partnership Alternatives

A meeting was held between BMH and GSU personnel for the purpose of bringing order and organization to the MLRC collection, which would make it easier to use and to monitor. Several alternatives were considered: leaving the collection as it is (in other words, uncataloged), but more organized; producing a printed catalog similar to the one compiled for the Special Collections area of the Henderson Library using *Paradox* or another database program; or enter the hospital's holdings on the university's Data Research Associate (DRA) online catalog, effectively making the MLRC a branch of GSU's Henderson Library.

In the beginning, it was discussed how the resources of the Henderson Library (including people and technology) could be used to aid in the organization of the MLRC collection without the production of a catalog. However, knowing that a catalog is a necessary and useful tool, the idea was eliminated that the collection could remain "as is" for a year or so.

The next consideration, then, was what type of catalog? Producing a printed catalog was discussed. It would be easy to copy and circulate, allowing for periodic updates. One approach would be for the hospital to purchase a self-contained, stand-alone cataloging program to use on their PC. But doing so would leave the hospital staff and collection fairly isolated. However, a precedent had been established with the production of the Special Collections catalog using the *Paradox* database management program. With BMH purchasing their own copy of *Paradox*, the Henderson Library staff could act as consultants in setting up the database, using the Special Collections catalog as a model. The GSU library staff could provide assistance in obtaining copy cataloging through PeachNet access and do original cataloging where needed as a community service.

As the ability to access PeachNet was mentioned, excitement grew about the idea of integrating the BMH collection into the Henderson Library online catalog. This aspect of the project is still underway and will require inter-institutional approval with implications for OCLC, SOLINET, Data Research Associates contracts, etc. Following initial contact with SOLINET, Mr. Julius Ariail, GSU's Director of Libraries, reported that it will be possible to change our OCLC profile for a small fee, adding an additional holding symbol to accommodate the BMH collection as a GSU "branch."

Why a branch? Creating a branch will allow the Henderson Library staff to practice and implement this procedure with a small collection. We anticipate that there are "hidden collections" on the campus that various departments may want to add to the online catalog in the future. But aside from the technical procedures and learning opportunity, adding the BMH holdings to the GSU online catalog will provide instant access for all parties concerned. Using PeachNet access, the hospital community will know immediately what they have and whether it is checked out. In addition, they will be able to see what is available in the university library on the same or similar topics, furthering their efforts at education and training.

On the other side of the coin, GSU students and faculty will be able to see immediately what is available at the hospital's MLRC, enhancing the university's research capabilities as well. Given the tremendous advantages and benefits of using the technology available, all concerned are anticipating the completion and implementation of this project. It is hoped that this project will serve as a model for others with "hidden collections" in the community that are of significance. The MLRC is the basis for future planning in the town and gown milieu.

Future Outlook

The Education Services Department of Bulloch Memorial Hospital will be a focal point for the use of the Medical Learning Resource Center to provide an educational program for the community. The primary focus will be prevention, and the secondary focus will be management of chronic illness.

A corporate wellness program will be offered to area businesses. Menu selections will include:

- Stress Management
- Nutritional Counseling
- Heart Disease Risk Screening
- Hypertension Awareness
- Early Cancer Detection
- Women's Health Issues
- Weight Control
- Drug Screening
- Mammography
- Blood Evaluation
- Smoking Cessation
- Prostate Screening

Bulloch Memorial Hospital intends to reach out to the community in continuing to provide programs and development in:

- Prevention of disease associated with specific demographic groups
- Co-sponsor annual blood drive with Red Cross
- Prostate Screening
- Adolescent Health
- Outdoor Medicine
- Self Breast Examination
- Coping With Labor and Birth
- Breast-Feeding
- Cancer Awareness
- Basic Cardiac Life Support
- Alcohol and Drug Awareness
- Women's Health
- RISKO
- Living With Diabetes
- Prepared Parenthood
- Sibling Preparation
- Life Support
- How to Deal With PMS
- Pain Management
- AIDS Awareness

The Staff Development offerings will include:

Customer Relations	Service Plus
Telephone Professionalism	Team Building
Pain Management	Death and Dying
How to Handle Stress	Management Training

How to Give and Receive Good Information
How to Work With Your Peers
How to Work With Your Supervisor
How to Educate Patients
How to Handle Complaints
How to Handle Difficult People
How to Handle Conflict
How to Manage a Changing Environment
Coaching and Counseling
Professional Ethics and Manners
Changing Attitudes
Effective Listening Skills
Continuous Quality Improvement

Summary

The utilization of technology allows for efficient and effective use of resources. Whether it is direct service to university faculty and students, to healthcare professionals, or to the community at large, a town and gown partnership eliminates barriers to accessing information to meet various individual needs.